

HANSON-BENNETT
Mag. Ageneus

[Chicago, IL], 1928-1931

HANSON-BENNETT MAGAZINE AGENCY

ESTABLISHED 1870

P. E. BECK, Pres. & Treas.
R. M. PERITZ, Vice Pres.
C. RUS, Secretary

529 SOUTH FRANKLIN STREET
CHICAGO

UNEXCELED
SUBSCRIPTION SERVICE

WANTED --- SUBSCRIPTION RATE INFORMATION

PLEASE REPLY IMMEDIATELY

To All Circulation Managers:-

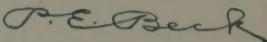
We are now revising our Confidential Wholesale Trade Price List, Retail Subscription Catalogs and Circulars for the 1929 Fall and Winter Seasons. These complete mail order efforts for business will show the latest prices on practically all of the leading American periodicals for the Early Fall or Last Chance Period - from September 1st to November 10th, and for the Regular Season beginning November 10th. Our Confidential Trade Price List is compiled for the general use of canvassers, book sellers, newsdealers, department stores and the trade throughout the United States, Canada and many foreign countries. Our Retail Catalogs and Circulars in large quantities, are mailed to magazine subscribers everywhere.

To advantageously handle the large amount of subscription business we do from both the wholesale and retail trade, it is very essential that all of the prices quoted in our Catalogs be absolutely correct. So that we may accurately and properly quote your publication in all of our printed material and be fully prepared to answer all inquiries this coming season, please carefully fill in and return the enclosed Important Inquiry Blank AT ONCE.

We solicit your best possible confidential price to us (many publishers quote our Agency a discount of 50% or better from their full subscription price, on both new and renewal subscriptions) and in return we will do the best we can for you.

Anticipating your reply by return mail, and thanking you in advance for your prompt and close co-operation which will be mutually beneficial, we are

Very truly yours,



PEB:EN - Enc.

HANSON-BENNETT MAGAZINE AGENCY

6th July, 1929

Hanson-Bennett Magazine Agency,
Chicago, Ill.

Gentlemen:

As previously explained, our publications are sent in return for annual membership dues of \$5.00. We are therefore not in a position to offer you any commission for subscriptions.

Very truly yours,

Secretary

URGENT REQUEST FOR CONFIDENTIAL SUBSCRIPTION PRICE INFORMATION

It is of the Utmost Importance that You Return this Sheet Promptly

—TO—

Hanson-Bennett Magazine Agency

529 South Franklin Street, Chicago, Ill.

The Hanson-Bennett Magazine Agency has been engaged in the Magazine, Journal and Newspaper subscription business for nearly sixty years and our responsibility is universally well recognized. We are *Circulation Producers* and respectfully request your *very lowest net confidential rates*.

The information that you supply us will be considered as confidential and is for our own use only.

At a considerable expense of money and time we put out, in very large quantities, Clubbing Catalogs for subscribers, Price Books for local agents' and canvassers' use and other literature of various kinds to induce business mutually beneficial to publishers and ourselves. Through these good mediums we reach customers all over the world.

To insure the correct listing of your publication in our catalogs and other printed matter, thereby eliminating mistakes with subscribers, please carefully fill in the following and return to us just as soon as possible.

We send cash with all orders

These rates apply to both NEW and RENEWAL subscriptions and are to be effective for one year unless otherwise stated.

AN ANSWER TO EACH QUESTION IS VERY IMPORTANT

Name of Periodical _____ Numismatic Notes & Monographs _____

Address of Periodical { Street and Number Broadway, Between 155th & 156th Sts.,
City and State New York, N. Y.

(Publishers will please fill out or correct title and address above written if same is not exactly correct.)

1. How often is your Periodical published? _____

(Frequency of issue. Is it monthly, weekly, daily, semi-monthly, bi-monthly, quarterly, etc., etc.?)

(a). What is your Publication date? _____

(b). How should your Publication be classified in our Catalog? _____

(Agricultural, business, educational, fashion, literary, religious, scientific, etc., etc.?)

2. What is your regular annual (yearly) retail subscription price? _____

(a). Do you accept subscriptions for less than a full year? _____

(b). Do you charge pro-rata rates for less than full yearly subscriptions? _____

3. Do you make any special short or long term subscription offers? _____

(a). If so, what is your regular retail subscription price on each one? _____

4. What do you charge YOUR Canvassing Agents? _____

(We desire to list your periodical to OUR agents at the same prices that you charge YOUR agents.)

For Yearly Orders? _____

For Short Term Offers (if any)? _____

For Long Term Offers (if any)? _____

5. Do you have an established Class or Clubbing Price or Number? _____

6. What is your CONFIDENTIAL NET PRICE TO OUR AGENCY? _____

(The lower this price is to us than what you regularly charge canvassing agents, the more earnestly we will try for subscriptions.)

For Yearly Orders? _____

For Short Term Offers (if any)? _____

For Long Term Offers (if any)? _____

7. What extra postage do you charge on Canadian Subscriptions? _____

8. What extra postage do you charge on Foreign Subscriptions? _____

9. Do you have a special rate for teachers, clergy, libraries or Y. M. C. A.'s? If so, what is it? _____

(a). If you have this special rate, what is your net rate to us? _____

10. Will an occasional sample copy to our agents be free? _____

NOTE If there are any other particulars pertaining to your periodical in the way of special prices or information, not covered by the above ten questions, please be sure to give same on the reverse side of this sheet. To include your publication in our various catalogs in a correct and mutually satisfactory manner you must place us in a position to offer it to the public and our local agents at as low a price as any other subscription agency.

We Respectfully Solicit Your Close Co-Operation

Dated _____ 19 _____

Signed _____

Name of Manager or Publisher.

HANSON-BENNETT MAGAZINE AGENCY

P. E. BECK, PRES. & TREAS.
R. M. PERITZ, VICE PRES.
C. RUS, SECRETARY

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Very truly yours,

PEB:VP - Enc.

HANSON-BENNETT MAGAZINE AGENCY

NOTE: When returning our Inquiry Form please enclose one of your blank letter heads which will give us the correct name and address of your Company.

July 9, 1931.

Hanson-Bennett Magazine Agency
529 Franklin Street
Chicago, Illinois.

Gentlemen:

Although I have filled out the form which you have sent, please be advised that we make no effort to obtain yearly subscriptions outside of our membership. In the few cases where we have such subscriptions, and for some of these we are grateful for your aid, they have been libraries who order all of their periodical publications through such an agency as yours. A discount of 15%, which is fixed by our Council, is, I realize, too small to warrant any expenditure of energy in pushing these publications.

Very truly yours,

SN:JG

Secretary

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